

ORDER



Orders	Order / Rev:	107632	Primary AE:	Amy McCreary
	Alt Order #:	06862161	Sales Office:	BLPHI
	Product Desc:	NRSC/HELLER	Sales Region:	National
	Estimate:			
	Flight Dates:	10/10/12 - 10/16/12		
	Original Date / Rev:	10/09/12 / 10/15/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K St. NW Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	NRSC/ Heller for Senate <i>-Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	48	\$36,525.00	\$31,046.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,525.00	\$31,046.25	0.00
Totals	48	\$36,525.00	\$31,046.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$36,525.00

Market	Share	Total
	100%	\$140,480.77

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,144.23
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,096.15
KTUD	1%	\$1,404.81
KVVU	18%	\$25,286.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,024.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	6-7a		---TF--	:30	2	\$450.002	0.00	NM	2	\$900.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/08/12	10/14/12	---TF--	2	\$450.00	0.00

Order / Rev: 107632
Alt Order #: 06862161
Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/WagM	6-7a		---TF--	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---TF-- 2 \$450.00 0.00															
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00															
E 3	KSNV	10/15/12	10/16/12	Today Show	CM	658a-9am	MT-----	:30	2	\$600.002	0.00	NM		2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$600.00 0.00															
E 4	KSNV	10/11/12	10/12/12	Today Show	CM	658a-9am	---TF--	:30	2	\$600.002	0.00	NM		2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---TF-- 2 \$600.00 0.00															
E 5	KSNV	10/12/12	10/12/12	Noon News	CM	12-1230pm	----F--	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$275.00 0.00															
E 6	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$275.00 0.00															
E 7	KSNV	10/16/12	10/16/12	The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.002	0.00	NM		1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -T----- 1 \$225.00 0.00															
E 8	KSNV	10/11/12	10/11/12	The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00															
E 9	KSNV	10/11/12	10/11/12	The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00															
E 10	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 12	KSNV	10/11/12	10/11/12	Dr. Phil	CM	3-4p	---T---	:30	1	\$300.002	0.00	NM		1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$300.00 0.00															
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	----F--	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 2 \$450.00 0.00															
E 14	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	2	\$450.002	0.00	NM		2	\$900.00

Order / Rev: 107632
Alt Order #: 06862161
Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>M-----</u> Spots/Week <u>2</u> Rate <u>\$450.00</u> Rating <u>0.00</u>															
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)			M-----	:30	1	\$450.002	0.00 NM	1	\$450.00
NEWS															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$450.00</u> Rating <u>0.00</u>															
E 16	KSNV	10/12/12	10/12/12	M-F Early News M-F Early News	CM	5-630p			----F--	:30	1	\$900.002	0.00 NM	1	\$900.00
NEWS															
Start Date <u>Week: 10/08/12</u> End Date <u>10/14/12</u> Weekdays <u>-----F--</u> Spots/Week <u>1</u> Rate <u>\$900.00</u> Rating <u>0.00</u>															
E 17	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p			MT-----	:30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>MT-----</u> Spots/Week <u>2</u> Rate <u>\$900.00</u> Rating <u>0.00</u>															
E 18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN-T-----			:30	1	\$750.002	0.00 NM	1	\$750.00	
JEP															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$750.00</u> Rating <u>0.00</u>															
E 19	KSNV	10/11/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm			---T---	:30	1	\$750.002	0.00 NM	1	\$750.00
JEP															
Start Date <u>Week: 10/08/12</u> End Date <u>10/14/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$750.00</u> Rating <u>0.00</u>															
E 20	KSNV	10/10/12	10/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm			--W----	:30	1	\$750.002	0.00 NM	1	\$750.00
WHEEL															
Start Date <u>Week: 10/08/12</u> End Date <u>10/14/12</u> Weekdays <u>--W----</u> Spots/Week <u>1</u> Rate <u>\$750.00</u> Rating <u>0.00</u>															
E 21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN-T-----			:30	1	\$750.002	0.00 NM	1	\$750.00	
WHEEL															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$750.00</u> Rating <u>0.00</u>															
E 23	KSNV	10/10/12	10/10/12	FaceToFace/Ralston Report FaceToFace/Ralston Report	CM	730-758pm			--W----	:30	1	\$450.002	0.00 NM	1	\$450.00
FACE															
Start Date <u>Week: 10/08/12</u> End Date <u>10/14/12</u> Weekdays <u>--W----</u> Spots/Week <u>1</u> Rate <u>\$450.00</u> Rating <u>0.00</u>															
E 24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm			---T---	:30	1	\$775.002	0.00 NM	1	\$775.00
NEWS															
Start Date <u>Week: 10/08/12</u> End Date <u>10/14/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$775.00</u> Rating <u>0.00</u>															
E 25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm			M-----	:30	1	\$775.002	0.00 NM	1	\$775.00
NEWS															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$775.00</u> Rating <u>0.00</u>															
E 26	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm			-T-----	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE															
Start Date <u>Week: 10/15/12</u> End Date <u>10/21/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$2,400.00</u> Rating <u>0.00</u>															
E 27	KSNV	10/15/12	10/15/12		CM	8-10pm			M-----	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00

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Order / Rev: 107632
Alt Order #: 06862161
Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNNV

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
				Mon PR 8-10p											
				Monday Prime 8-10pm											
				VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$2,400.00								
E 28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----SS	:30	2	\$750.002	0.00	NM		2	\$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		2	\$750.00								
E 29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002	0.00	NM		1	\$225.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$225.00								
E 30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$325.00								
E 31	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.002	0.00	NM		1	\$300.00
				News 3 Today - SAT											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$300.00								
E 32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.002	0.00	NM		1	\$450.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$450.00								
E 33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$375.002	0.00	NM		1	\$375.00
				WKND Jeop/Wheel											
				WH/JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$375.00								
E 34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002	0.00	NM		1	\$750.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$750.00								
E 35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$225.002	0.00	NM		1	\$225.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$225.00								
E 37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.002	0.00	NM		1	\$1,900.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,900.00								
E 38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.002	0.00	NM		1	\$250.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$250.00								
E 39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.002	0.00	NM		1	\$375.00
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$375.00								
E 40	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$8,000.002	0.00	NM		1	\$8,000.00

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Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV